

Annie Weisbrod, Ph.D.
Senior Scientist
The Procter & Gamble Co.



Annie Weisbrod, Ph.D., is a senior scientist working in product safety and regulatory affairs for the Procter & Gamble Co.

She has worked on assessments of new ingredients and consumer product ingredients, as well as environmental risk and hazard assessments of consumer products, chemical mixtures, septic system safety and municipal solid waste infrastructure. Annie's peer-reviewed papers have reported on the uncertainty in carbon footprint and life cycle assessment, integrated testing strategies (computer modeling and in vitro and in vivo tests) for assessing bioaccumulation, pollution in marine mammals and their food, and insect responses to tree toxins. She also has worked in environmental protection at the Helsinki University of Technology in Finland. Annie received her Doctor of Philosophy degree in molecular toxicology from North Carolina State University.



Jason Ord
Life Cycle Assessment Program Manager
Hewlett-Packard Co.



Jason Ord has been the life cycle assessment program manager for Hewlett-Packard Co. for two years. His job is to identify and

communicate environmental improvement opportunities for products. Jason co-led the development and deployment of product carbon footprint and recyclability tools that educate product designers about the life cycle environmental performance of their decisions. He has worked for Hewlett-Packard since 1995 as a manufacturing and research and development engineer. He received his Bachelor of Science degree and Master of Science degree in mechanical engineering, focusing on systems analysis and environmental product design, from the University of Michigan.



Liila Woods
Senior Consultant
PE Americas



Liila Woods is a senior consultant at PE Americas, specializing in life cycle assessment (LCA). She conducts LCA project

work and manages projects for a diverse variety of international clients. In addition, Liila conducts training sessions on how to use the GaBi 4 life cycle engineering software and provides project support to clients using it. Liila holds a Master of Science degree in civil and environmental engineering and a certificate in environmental management from the University of Washington, Seattle, as well as a Bachelor of Arts degree in geology from Carleton College in Minnesota.



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Peter Sinsheimer, Ph.D.
Executive Director, Law and
Environmental Health Sustainable
Technology & Policy Program, UCLA



Peter Sinsheimer is the executive director of the University of California, Los Angeles (UCLA), Law and Environmental

Health Sustainable Technology & Policy Program, a joint program of the School of Law and School of Public Health. Before taking this post, Peter directed the Pollution Prevention Center at Occidental College. His research interest focuses on identifying safer substitutes for hazardous products and industrial processes, energy-efficiency evaluation, alternatives analysis methodology and regulatory policy reform promoting sustainable technologies. To carry out this work, he has received funding from the U.S. Environmental Protection Agency, the California Air Resources Board, the California Department of Toxic Substances Control, the South Coast Air Quality Management District, the Bay Area Air Quality Management District and various public and private foundations and agencies.

